TOM SCHIEMER

Creative Director | Digital Marketing & Technology Leader

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SUMMARY

Creative, marketing, and digital leader with 30+ years of experience building brands, leading teams, and driving business growth through strategic marketing, technology, and innovation. Known for combining creative vision with technical expertise in design, web development, multimedia production, AI-assisted workflows, and marketing automation to improve efficiency, strengthen customer engagement, and deliver measurable results.

CORE COMPETENCIES

Campaign Design | Brand Strategy | Creative Leadership | Team Development | Digital Production | Creative Technology

EXPERIENCE

Creative & Systems Manager | Western Steel Buildings – Salt Lake City, Utah | December 2024 – Present

- Lead brand redesign, marketing initiatives, multimedia production, and sales collateral development supporting multimillion-dollar revenue growth.
- Improve creative and operational efficiency by integrating AI tools, custom prompts, and automation into design, content creation, research, and production workflows.
- Lead website design, development, SEO, and digital marketing initiatives, contributing to a 30% increase in engagement and improved search rankings.
- Manage SEO strategy, analytics, and Google Ads campaigns, increasing click-through rates by 35% and doubling lead conversions.

Owner & Creative Director | Schiemer Design Studio – Kamas, Utah | January 2009 – Present

- Direct branding, marketing, and creative strategies for clients in retail, entertainment, technology, and hospitality industries.
- Manage high-profile campaigns for brands such as GAP, La-Z-Boy, Disney, Coca-Cola, and UFC.
- Lead a team of designers and developers, improving productivity by 25% and ensuring consistent brand alignment.
- Negotiate vendor contracts to reduce costs by 15% while maintaining premium quality standards.
- Deliver over 30 projects annually with measurable ROI improvements and client retention.

Creative Director | High Star Ranch – Kamas, Utah | March 2016 – December 2023

- Directed all brand marketing for High Star Ranch, DeJoria Center, State Road Tavern, and Rhodes Valley Outfitters, producing 12–24 event campaigns annually that increased ticket sales and visibility by 15%.
- Produced creative assets across print, digital, and video to support events and hospitality operations, resulting in a 15% increase in customer leads.
- Partnered with a marketing agency to manage a $1.2M annual budget.
- Integrated a new ticketing platform into the website, saving 10% in fees.
- Created augmented reality experiences that boosted ticket sales by 15%.
- Implemented professional photography and video workflows that increased post-event engagement by 25%.

Executive Producer | LightSpeed VT – Las Vegas, NV | August 2015 – March 2016

- Produced interactive training content and virtual learning platforms for corporate clients.
- Designed and managed a digital proposal system that increased client acquisition by 20%.
- Coordinated project teams including writers, designers, producers, and developers, reducing delays by 15%.

EVP of Marketing | City Impact Industries & MyTechPro – Las Vegas, NV | June 2014 – July 2015

- Revitalized company branding, overseeing logo redesigns, websites, and promotional materials.
- Managed multiple construction and facility improvement projects, completing all under budget by 30%.
- Created full brand and marketing systems for MyTechPro, increasing business leads by 20%.

Director of Multimedia | Switch – Las Vegas, NV | February 2004 – May 2014

- Directed marketing and multimedia production following the acquisition of Schiemer Multimedia.
- Led creative for campaigns, presentations, and interactive environments, increasing sales by 20% annually.
- Managed live event production facilities, including interactive conference rooms, a 30-seat theater, and a 100-seat event room.

EARLIER CAREER HIGHLIGHTS

Schiemer Multimedia – Owner & Creative Director (1999–2004)
Encore Productions – Visual Producer (1998–1999)
Hands Ink Advertising – Art Director (1997–1998)
CDI Studios – Art Director (1995–1997)
Thomas Puckett Advertising – Art Director (1994–1995)

- Delivered creative design and branding for clients such as Subaru, EA Games, Caterpillar, and Warner Bros.

VOLUNTEERING

Marketing Council Member | Visit Park City – Park City, Utah | October 2022 – December 2024

- Served as an advisor on the Marketing Council, helping shape annual campaigns and increase audience reach.
- Contributed creative input and strategic recommendations aligned with the city's branding initiatives.

Creative Director & Producer | Desert Suzuki Institute – Las Vegas, NV | January 2010 – January 2014

- Designed marketing materials and branding that increased program enrollment by 15%.
- Developed and managed the event website and integrated registration systems.

Board Member | American Advertising Federation (Las Vegas Chapter) – January 1997 – January 1998

- Provided strategic input and creative insight to advance organizational goals and promote ethical advertising standards.
- Collaborated with board members to develop initiatives supporting professional growth and industry networking.

EDUCATION

Associate Degree in Graphic Arts – Denver Business College, Honolulu, HI

SKILLS

Creative & Design: Creative Direction, Art Direction, Branding, Photography, Print Design, Typography, Image Manipulation, Videography, Video Editing, Drone Pilot, Adobe Photoshop, Illustrator, InDesign, Premiere, After Effects, Microsoft Office Suite, Google Docs & Sheets

Digital & Technical: Website Design & Programming, Generative AI, Prompt Engineering, Workflow Automation, Server Management, SEO Management, Google Ads Management, Content Creation, Interactive Media Presentations

Leadership & Management: Project Management, Team Leadership, Client Communication, Budgeting, Vendor Negotiation, Time Management